

Judge the Cohen Store by the Merchandise and Their Prices

# This Really Is a New Price Era



Every step and every direction of buying shows what this store proves to its patrons, not through type, **but selling.** All these important announcements are but shadows of what is in store for the seekers of splendid buying.

## End-of-the-Month Sale of Women's and Misses' Outergarments

We have gone all through our Suit stock, and have selected about 100 styles that will please all. Short, long and medium models, adapted to every figure—old or young, and in every size. The selection has been made with an idea of something for every woman, for every individual need and for a big day's business. So we have marked them at unheard-of low prices for Monday selling.

### Rich Broadcloths, Fine Serges, Wool Poplins, Crepe Epingle and Worsteds

Do not confuse this offering with ordinary sale goods, every garment is exactly tailored, perfect in finish and fit, and measure fully to the high standards maintained at Cohen's.

- Novelty Suits, Fur and Plush Trimmed, actual \$35.00 and \$40.00 models, **\$24.50**
- Fancy Fur Trimmed Suits, Militaire styles, the best \$25.00 and \$27.50 models, **\$18.50**
- Latest Models in Suits, Button or Fur Trimmed, all shades, sizes 16 to 44, \$20.00 Suits for **\$12.75**
- Serge and Satin Dresses, "copies" of high-priced models, regularly \$30.00 and \$32.50 **\$19.50**

### Two Extraordinary Coat Values

High cost models reproduced in swagger lines, smartest winter colorings designed with ripple flares, side belt effects; some with large patch pockets.

- CHINCHILLAS, IMPORTED MIXTURES, CHECKS, PLAIDS, ZIBELINES.
- Positive \$18.50, \$22.50 and \$25.00 Smart Winter Coats on Monday for **\$12.50 and \$17.50**

The supremacy of this sale on Monday will be acknowledged when you see the handsome garments and compare them with anything you have seen in the city this season. Cohen's Second Floor.

### Silks of Charming Evening Tints

Chiffonette Satins, Crepe de Chines, Crepe Meteor, Pussy Willow, Chiffon Taffetas—all of them wide, 36 to 45 inches.

The color schemes are the new as well as the accepted, by the foremost dressmakers, both in this and foreign countries—

- Crepe de Chine ..... \$1.25 to \$1.46
- Chiffonette Satins ..... \$1.25 to \$1.73
- Pussy Willow ..... \$1.55 to \$2.00
- Crepe Meteors ..... \$1.64 to \$2.50
- Chiffon Taffeta ..... 90c to \$1.35

A group of special Black Silks and Satin effects, bought at more than a third less than the usual cost,

Yard Wide ..... 50c to 88c.

All of them pure silk and can be depended upon for good wear. Main Floor.

### The Baby's Winter Clothes Is Mother's Concern

And the Infants' Department meets this concern admirably. Every need has been thoughtfully provided for, and at prices that will meet the needs of every purse—

- Sleeping Garments of striped flannelette, sizes to 5 years; a great variety at many different prices; we tell of one 20c for ..... 20c
- Infants' Kimonos, of white flannelette, with colored bands down front, caught with ribbons, only ..... 30c
- White Knit Sets—Sweater, Leggings and Cap; serviceable and very stylish ..... \$2.00
- Girls' Velvet Hats, in black and taupe, with quill on side; very nobby and only ..... \$1.25
- Red Cloth Coats, with black velvet collar and cuffs, large fancy buttons, sizes 2 to 6 years; very special for Monday ..... \$2.25
- Corduroy Coats, of brown or navy, with collar, cuffs and sash of moire silk; large and smoked pearl buttons. \$5.50 Second Floor.

### Pick-Ups!

A lot of Heavy Beacon Blankets for women's bath robes, in the best designs; they are what some people call \$3.00 ones; usually \$2.50 here; the manufacturer wants us to sell them for **\$2.00** Only enough for perhaps one day. Second Floor.

The Best \$1.00 Corsets we have ever seen, gored and trimmed, full boned, best styles of low and medium busts in sizes from 24 to 36 only; special price Monday. **69c** Second Floor.

Linen Crash Pillow Tops, stamped, with six skeins of silk, top and back complete with sheet of instructions, for ..... 25c Art Department, Second Floor.

The Denison Department is Open—There are more novel ties this season than there has ever been before; it is best to buy them while the crowd is not elbowing you. Main Floor, Right Aisle.

Of the hundreds of "Vette" Gloves sold since they arrived from Grenoble, France, to our knowledge not one pair has proven unsatisfactory—\$1.50, \$2.00 and up to \$4.00. The latter is 24-button length. Main Floor.

There is a New Flower Garden Here—The season starts with every woman wearing the flower that never withers. The imitation is so good that bees in mistake might buzz around them. Neckwear Department, Main Floor.

Lamp Shade Silks, in the wanted colors at the silk counter, at ..... 75c Lamp Shade Satin \$1.00 for, yard ..... \$1.00

In the same department Fancy Vestings are marked down to \$1.00 and \$1.25. Silk Department, Main Floor.

50-inch Silk Cloaking Plush has just come in **\$4.00** again, at, yard ..... \$4.00 The quality that usually sells at \$5.50 a yard. Main Floor.

Seco Silks, in all the light and pretty colorings for fancy work, in plain or with small self-colored dots; price ..... 19c Main Floor.

### 10c Outing Cloth, 6 1/2c

And one of the best 10c qualities seen this season; light grounds, with neat color stripes and checks. This is offered as a special Monday bargain at 6 1/2c a yard. Main Floor—Rear.

### Beddings

There are cases and cases of BEDDINGS, the sale of which has been moved to the third floor.

You can buy UTICA Sheets, \$1x90, with the UTICA label, for ..... 68c

The same size 75c ones will be ..... 50c

The best Pillow Cases that usually sell at 12 1/2c, will be ..... 7 1/2c

The 75c Cotton Blankets will be ..... 55c

The Heavy \$1.00 Fleece 70c ones for ..... \$1.00

12-4 size; instead of \$1.50 The Wool \$1.00 ones ..... \$1.65

\$2.25 ones for ..... \$2.98

Heavy \$4.00 11-4 size for ..... \$2.98

California Wool Blankets; full five pound weight for ..... \$5.00

### Children's Angora Sets

with pocket in muff; Neck-piece and Muff ..... \$1.25 complete; set ..... Second Floor.

### Boys' Clothing

Also moved to the Third Floor. Here you can find the best 60c and 75c Boys' Blouses 40c for ..... 40c

The \$1.00 Embroidered Boy's Pants, all wool, for ..... 59c

Boys' Norfolk Suits, in various designs; the \$3.50 ones \$2.29 are marked ..... \$2.29

All sizes up to 17 years. Others are the best \$5.00 Suits, with 2 pair of Knickerbocker pants, for ..... \$3.20

Hats, Caps, Shirts and all sorts of things for boys. All sold on the Third Floor.

### Velvet Overblouse or Jumpers, \$1.00

Delightful quality of velvet, handsomely tailored and trimmed with velvet buttons. Stylish to an extreme, with Lafayette collar—navy or black. Cohen's Second Floor.

### Flowered Chiffon Waists, \$3.75

New, Fresh, Exquisite, Refined, Delicately Tinted. One of the sweetest models seen this season; a queenly richness, daintily tinted flower effects; beautifully made; lined throughout with China silk, finished at wrist with lace cuffs. A charming model for only \$3.75. Second Floor.

### Do You Want

\$1.48 Broadcloth for \$1.18 a yard?

50 INCHES WIDE, and a splendid quality Broadcloth at the regular price of \$1.48 a yard; delightfully smooth chiffon finish, in black only. The price for Monday, only \$1.18 a yard.

- \$1.50 Pebble Granite, 68c 65c Storm Serge, 48c
- 54 inches wide, all wool, beautiful, good wearing fabric, in the best colors of the season; a manufacturer's clean-up makes this low price possible. Main Floor.
- 50 inches wide, double hard twisted wool yarn, in navy blue and black; on Monday, only 48c a yard.

### Sure-to-Please Handkerchief Gifts at Cohen's

Are Here As You Can Expect.

Piled up in quantities like snowdrifts. Novel ideas that run into hundreds of beauties, prettier than in all the past and in greater variety.

White and colored bordered, some lace trimmed, others initialed. There is enough good taste and good value in the Handkerchiefs at 12 1/2c to have sold many for considerable more.

- You can buy a fancy box of 6 Handkerchiefs for only ..... 75c
- Four in a box for only ..... 50c
- Handsomely Embroidered Shamrock Lawn ones, 3 in a box, including also initialed ones, for ..... 25c
- The New Wide Hemmed ones for ..... 10c
- Charming Embroidered styles, in sheer linen, for ..... 25c

You can start the price at 3c for pretty good ones and advance into real lace at two or three dollars each.

- Silk Crepe de Chine Handkerchiefs—Women's at 25c; the men's at ..... 50c
- Dainty ones, in boxes, 3 for ..... 39c



- Children's Handkerchiefs, in boxes, 3 for ..... 15c
- Children's Initialed Handkerchiefs, 3 to a box, 10c, 15c and 25c a box.

We call special attention to the many sorts of initials, in the most dainty styles, of Irish and American production. Main Floor.

### Bargain Basement Has Shrunk

All goods on hand are to be sold at remarkably low prices. There is an almost never ending warehouse full to be emptied.

On sale in the basement, middle and left aisle to front—

- Some 2,000 yards of Percale; 10c and 12 1/2c quality, 5 1/2c for ..... 5 1/2c
- Bleached Pillow Case Cotton, 42 inches wide, for ..... 6c
- The newest Crinkled Gingham, for ..... 9c
- Silk Gingham, exquisite designs, 25c ones for ..... 10c
- Best quality of Apron Gingham for ..... 4 1/2c
- Bleached and Unbleached; Domestic, the 8 c quality, for ..... 5c
- The best 25c Women's Underwear, Pants and Vests, for ..... 19c
- Outing Flannels; all kinds, yard ..... 5 1/2c
- Sample Waists, up to \$4 ones, for ..... \$1.59
- 25c Silk Boot Hose, white or black, for ..... 12 1/2c
- Heavy Sweaters, in the newest styles, to be closed out, at, each ..... 69c
- Boys' Embroidered Pillow Tops, almost like hand work, for ..... 21c
- Laundry Bags; 25c ones for ..... 10c

## TOYLAND OPENING

The Christmas Store of Richmond

Is In Radiant Readiness for You



The whole world has contributed literally to "Cohen's" toyland. The assortments are BIGGER, BETTER, BROADER than ever before—and toyland is all astir with bubbling excitement for the youngsters. Bring them in to see the miniature railroad systems, electrical and mechanical trains in operation, steam engines, indoor games, musical instruments, pianos, drums, horns a-plenty, dolls and then more dolls, dolls that talk and dolls that sleep, doll carriages, bicycles, tricycles, horses that rock and walk, all sorts of animals, troops of soldiers and all sorts of interesting and funny things.

There Is Nothing in Richmond That Compares With Cohen's Toyland

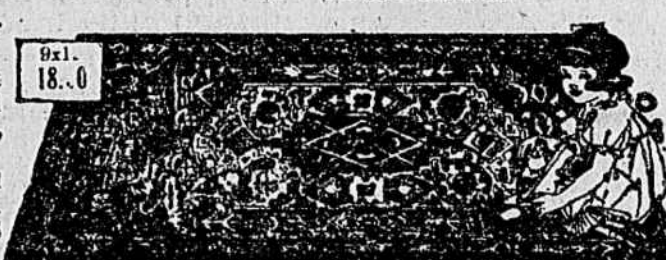
### Alexander Smith's Son's Carpets Forced to Auction

We sell them as we bought them, at this great auction sale, far below regular trade prices—plus our usual small profits.

If you went to the factory yourself and bought a Rug or two at actual cost of production from Alexander Smith & Sons, you could not do better than you can do here on Monday. We bought heavily, and there are plenty of them in every variety of styles and sizes.

The lowest prices ever known for Quality Rugs, Druggets and Carpets. New designs, new colorings: every piece absolutely perfect. SEAMLESS AXMINSTER, AXMINSTER TAPESTRY, BRUSSELS AND MANY OTHERS.

- 9x12 AXMINSTER RUGS that have been sold at \$17.50 readily; hundreds of them, in the most beautiful designs ..... \$11.95
- SEAMLESS WILTON RUGS, 2x3 yards, that we have sold at \$16.50, are ..... \$10.75
- The highest grade of AXMINSTER, made in one-piece Hall Rugs; never less than \$9.00; the price will be ..... \$6.25
- The highest grade AXMINSTER, 6x9 feet; the price has been \$16.00, for ..... \$11.00
- SEAMLESS BRUSSELS HALL RUGS, 6x9 feet, instead of \$11.50, will be ..... \$7.25



- THE SEAMLESS AXMINSTER, 9x12 room size, in all the various designs made, the lowest price of which has been \$30.00; we will sell it for only ..... \$18.50
- 3x6-foot AXMINSTER HEARTH RUGS, instead of \$3.50 ..... \$2.50
- 27x54 AXMINSTER HEARTH RUGS; instead of \$2.25 ..... \$1.50
- THE WILTON HEARTH RUGS ..... \$1.50

The variety of designs in these goods is the very last produced by the mills. Fourth Floor.

### Advance Holiday Sale of Imported Ivory Toilet Articles



Within the last few years for boudoir and toilet table decorations and for general manicuring purposes, the Ivory Toilet Articles have, in a large measure, supplanted the sterling silver. Their immaculate whiteness lend a charm of refinement that is at once appealing to the taste and eye. DURING THE SALE PRICES WILL BE MUCH LESS THAN ON FRENCH IVORY GOODS. This sale affords an excellent opportunity to purchase many little Ivory necessities that you've often wished to have at very little prices. You might even select a pretty these new articles for birthday, wedding and Christmas gifts.

Initials or Monograms Engraved During This Sale at Specially Low Prices

- \$1.69 Hair Brushes ..... \$1.25
- \$2.39 Hair Brushes ..... \$1.79
- \$1.89 Hair Brushes ..... \$1.45
- \$3.00 Hair Brushes ..... \$2.25
- \$1.50 and \$1.69 Hand Mirrors ..... \$1.25
- 98c Dressing Combs ..... 50c
- 75c Hair Receivers ..... 50c
- \$1.25 Hair Receivers ..... 98c
- 98c Hat Brushes ..... 75c
- \$1.69 Cloth Brushes ..... \$1.25
- \$1.25 Trunket Boxes ..... 98c
- \$2.00 Trunket Boxes ..... \$1.45
- \$1.75 Trunket Boxes ..... \$1.39
- \$2.98 Military Brushes, pair ..... \$2.30
- 69c Puff Boxes ..... 50c
- \$1.25 Puff Boxes ..... 95c
- 39c Manicure Trays ..... 25c
- 75c Comb and Brush Trays ..... 50c
- 98c Comb and Brush Trays ..... 75c
- 65c Nail Buffers ..... 50c
- 79c Nail Buffers ..... 69c
- 39c Nail Powder Boxes ..... 25c
- \$1.25 Ivory Clocks ..... 95c